



Grand Valley Economic Development Committee

Meeting Minutes

May 16, 2024, 7:15 p.m.
Council Chambers, 5 Main Street North, Grand Valley

Members Present: Joanne Stevenson, Chair
James Jonker, Councillor
Susan Broniek
Laura Goulding
Demetrius Marshall

Members Absent: Philip Rentsch, Deputy Mayor
Chris Vincent

Staff Present: Donna Tremblay, Secretary

Visitors: Meghan Townsend, CAO/Clerk

1. Call To Order

The Chair called the meeting to order at 7:15 p.m.

2. Approval of the Agenda

Moved by: J. Jonker

Seconded by: S. Broniek

Resolution Number: 2024-05-01

BE IT RESOLVED THAT the Committee approves the May 16, 2024 agenda as circulated.

CARRIED

3. Disclosure of Pecuniary Interest

There were no disclosure of pecuniary interest.

Member Marshall arrived at 7:20 p.m.

4. Minutes of Previous Meeting

Committee discussed the March 14, 2024 minutes. There were no amendments.

4.1 March 14, 2024 EDC Minutes

Moved by: S. Broniek
Seconded by: L. Goulding

Resolution Number: 2024-05-02

BE IT RESOLVED THAT the Committee approves the Minutes of the March 14, 2024 Economic Development Advisory Committee as presented.

CARRIED

5. Presentations/Deputations

There were no presentations or deputations.

6. Town Updates

6.1 Verbal Updates

The Committee received a verbal update regarding Vision Grand Valley, the Town's Official Plan and Zoning By-Law Review Project. The Committee was advised members will receive email invitations from the Town's consultants JL Richardson to participate in consultant lead focus group meetings in July. The Committee was advised a project survey would be available during the summer and Town staff would be promoting the survey and project at the July Grand Valley Farmers Market.

7. Unfinished Business

7.1 Valley Alive Newsletter - Verbal Update

The Committee was advised a Canva subscription has been purchased to assist with newsletter formatting and layout and staff are anticipating a June mailout of the newsletter.

8. New Business

8.1 Economic Development Promotional Plan - Verbal Discussion

Meghan Townsend, CAO/Clerk advised Council had requested the committee include development of a Grand Valley economic development promotion plan as an item for discussion at their next meeting.

The Committee discussed Council requested and development of an economic promotional plan. The Committee's discussion took into consideration the Town's strengths, weaknesses and opportunities including:

- Current state of employment lands and willingness of developers.
- Area of business and jobs, including consideration to promoting green or ecological companies.

- Necessary plans, studies and amendment to zoning regulations to be undertaken by the Town and approval of the Dufferin County's Municipal Comprehensive Review currently under review by the Ministry.
- Infrastructure required to support business growth and development, including issues faced by the Town with Hydro One for infrastructure servicing.
- Grant or funding opportunities.
- Assistance available from government agencies and ministries, including attending as delegations at municipal conferences including Rural Ontario Municipal Association and Association of Municipalities of Ontario.
- Engaging with employment land developers to seek promotional signage on available lands.

Committee members discussed undertaking the following in development of the economic development promotion plan:

- Marketing employment lands for Net Zero or green development.
- Data gathering including a committee lead survey.
- Consultation with Thomasfield regarding a billboard to promote available employment lands.
- Submitting a delegation request at the August, 2024 AMO conference with Ministers of Economic Development or Infrastructure to seek assistance in promoting employment lands.

8.2 Town of Grand Valley Website - Business Directory Listing Updates

Chair Stevenson advised the Grand Valley Small Business Group conducted survey of its members to seek interest in being listed on the Town's website business listings. Ms. Stevenson stated the Small Business Group received responses from 41 business who wished to be added to the business directory.

9. Correspondence

There were no correspondences.

10. Financial Reports

10.1 2024 EDC Revenue Report

10.2 2024 EDC Expense Report

The Committee received and reviewed the EDC Revenue and expense reports.

11. Next Meeting Date

11.1 Agenda Items

No agenda items were provided.

11.2 2024 Economic Development Committee Meeting Dates

The Committee discussed Dufferin County Council meeting dates and conflicts with the currently scheduled September 12th and November 14th committee dates.

The Committee requested the September and November dates be rescheduled as follows:

September 12th - rescheduled to September 19th at 7:15 p.m.

November 14th - rescheduled to November 21st at 7:15 p.m.

The secretary will reschedule and provide the dates to the Committee Members.

12. Adjournment

Moved by: J. Jonker

Resolution Number: 2024-05-03

BE IT RESOLVED that the Committee now adjourns at 8:30 p.m.

CARRIED

Joanne Stevenson Chair

Donna Tremblay Secretary